

## Assignment 1 (Individual): Portfolio (20%)

Assuming you are working as Marketing Executive in MyTalent Berhad. You have been working for five years. Recently, you came across to the vacancy advertisement in JobStreet for the position of Senior Marketing Executive in LesCopaque Sdn Bhd. You would like to apply for the vacant position.

### *Question:*

- Write a cover message to apply a position as Senior Marketing Executive.
- Compose a creative resume to apply a position as Senior Marketing Executive.

### *Guidance on the Individual Assignment:*

1. Please attach assignment rubric at the end of your assignment for evaluation purpose.
2. The submission date for this assignment is on **Week 10.**

## Rubric: Assignment 1 (Individual): Portfolio (20%)

| <b>Criteria/Rating</b>  | <b>Distinguished<br/>85-100</b>   | <b>Proficient<br/>65-84</b>   | <b>Basic<br/>45-64</b>                                       | <b>Unsatisfactory<br/>44-0</b>  |
|---|---|---|--|---|
| <b>Pleasing to the eye (10%)</b><br>Layout<br>Easily read<br>Capture interests  | Proper spacing<br>Categories clearly defined  | Either categories not clearly defined or point not bulleted                 | Does not follow clear and concise format                     | Does not follow clear and concise format and resume is poorly written |
| <b>Spelling/Grammar (10%)</b><br>Correct  | Resume is complete without any spelling errors  | Resume is complete and has only two or three spelling errors                | Resume is complete and has only five or six spelling errors. | Resume is complete but has many spelling errors.                      |
| <b>Attractiveness and Proper Order (10%)</b><br>Text fonts are professional and between 10-12 pt font.<br>The information is in proper order. | Text fonts and sizes are well chosen, exceptionally attractive, neat work   | Text fonts and sizes are readable, attractive format                        | Difficult to read, distracting, unattractive, not neat       | Text fonts are difficult to read, distracting, unattractive           |
| <b>Personal Information/Heading (10%)</b><br>Over 12 pt   | Detail personal information that cover 4 aspects: full name, address, phone number, email address   | Cover 3 out of 4 detail personal information                                | Cover 2 out of 4 detail personal information                 | Attempt to cover 1 or none of 44 detail personal information          |
| <b>Vivid Verb Usage (10%)</b><br>Uses vivid verbs that describe your accomplishments and how you added value                                  | Uses vivid verbs to describe accomplishments and how you were an asset  | Mostly use vivid verbs  | Few vivid verbs used   | Uses task done instead of vivid verbs                                 |
| <b>Career Objective (10%)</b><br>Purpose of applying for new job  | State a clear purpose and what you can contribute to organization.  | Attempt to state clear purpose without showing contribution to organization | State purpose and contribution but not clear                 | No clear purpose and not showing contribution to organization         |
| <b>Education (10%)</b><br>Details on education history  | Able to provide detail/comprehensive (date/year attended and graduated, name of school, results) education history                                      | Show some attempt to provide education history                              | Education history provided but not in detail                 | No education history provided   |
| <b>Work Experience (10%)</b><br>Think of anything you did that added value to your resume.  | Able to provide detail/comprehensive (date/year started and resign, name of company, position, achievement) work experience                             | Show some attempt to provide work experience                                | Work experience provided but not in detail                   | No work experience provided   |
| <b>Activities and Award (10%)</b>   | Able to provide detail/comprehensive (date/year received, name of activities, awards) activities and award  | Show some attempt to provide activities and award                           | Activities and award provided but not in detail              | No activities and award provided                                      |
| <b>References (10%)</b>   | Able to provide detail/comprehensive (full name, address/company, position, phone number, email, years known, relationship) of at least two references. | Show some attempt to provide at least one reference                         | References provided but not in detail                        | No references provided  |

